

Rep Order# 9751365 **Ver#** 5 **Mod#** 2 **Status** Confirmed
EC'd Yes

Traffic Order# 1323623

Printed: 10/23/2012 12:16 PM

1 of 4

Last Received: 10/17/2012 8:18 PM
Showing Buylines: All Rep Revised Lines

Station WPGH-TV PITTSBURGH, PA
Advertiser () POLITICAL ISSUE GROU
Product DCCC
Estimate# 1192
Buyer Maura Gilroy
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 11/14/1192
Flight Dates 10/30/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () KATHRYN SARDINSKY
Salesperson Phone# 202-955-5342
Salesperson FAX#

***** Contract Coversheet *****

V3 9/20 SEE LNS 2,7,8,11,15 FOR NA - SEE LNS 23-25 FOR MG

PLS C F-THANKS - KATHRYN

V5 10/17 SEE LNS 1,3-6,14,24 FOR CUT BACK

REVISED TOTAL \$22125

THANKS - KAT

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--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	11/04-11/04	10A-11A	FOX NEWS SUNDAY	:30	\$75.00	SU	1	1	1	\$75.00
2	11/03-11/03	5P-530P	30 ROCK [MADE-GOOD BY LINE(S) 23 24 25]	:30	\$100.00	SA	0	0	0	\$0.00
23	10/31-10/31	8P-11P	WORLD SERIES [MKGD FOR SPOTS MISSED ON LN #2: 11/03(1/WK), MKGD FOR SPOTS MISSED ON LN #7: 11/03(1/WK), MKGD FOR SPOTS MISSED ON LN #8: 11/03(1/WK), MKGD FOR SPOTS MISSED ON LN #11: 11/01(1/WK), MKGD FOR SPOTS MISSED ON LN #15: 11/03(1/WK)]	:30	\$3,000.00	W	1	1	1	\$3,000.00
24	10/30-11/05	5P-6P	MAURY [PART OF A MKGD MADE UP OF LINES 23 24 25]	:30	\$150.00	TU-F,M	1	1	1	\$150.00
25	10/30-11/05	1130P-12A	30 ROCK [PART OF A MKGD MADE UP OF LINES 23 24 25]	:30	\$200.00	TU-F,M	2	1	2	\$400.00
3	10/30-11/05	6P-630P	BIG BANG THEORY	:30	\$530.00	TU-F,M	0	0	0	\$0.00
4	10/30-11/05	630P-7P	TWO & A HALF MEN	:30	\$530.00	TU-F,M	0	0	0	\$0.00
5	10/30-11/05	7P-730P	BIG BANG THEORY	:30	\$900.00	TU-F,M	1	1	1	\$900.00
6	10/30-11/05	730P-8P	TWO & A HALF MEN	:30	\$800.00	TU-F,M	0	0	0	\$0.00
7	11/03-11/03	630P-7P	TWO & A HALF MEN [MADE-GOOD BY LINE(S) 23 24 25]	:30	\$175.00	SA	0	0	0	\$0.00

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8	11/03-11/03	530P-6P	30 ROCK [MADE-GOOD BY LINE(S) 23 24 25]	:30	\$100.00	SA	0	0	0	\$0.00
9	11/05-11/05	8P-9P	BONES	:30	\$2,200.00	M	1	1	1	\$2,200.00
10	10/31-10/31	8P-930P	X-FACTOR	:30	\$2,250.00	W	1	1	1	\$2,250.00
11	11/01-11/01	9P-10P	TOUCH [MADE-GOOD BY LINE(S) 23 24 25]	:30	\$2,200.00	TH	0	0	0	\$0.00
12	11/02-11/02	9P-10P	FRINGE	:30	\$850.00	F	1	1	1	\$850.00
13	11/05-11/05	9P-10P	MOB DR	:30	\$1,800.00	M	1	1	1	\$1,800.00
14	10/30-11/05	10P-11P	CHANNEL 11 NEWS ON FOX53@10	:30	\$1,000.00	TU-F,M	3	1	3	\$3,000.00
15	11/03-11/03	10P-1030P	CHANNEL 11 NEWS ON FOX53@10 [MADE-GOOD BY LINE(S) 23 24 25]	:30	\$1,000.00	SA	0	0	0	\$0.00
16	11/04-11/04	10P-1045P	CHANNEL 11 NEWS ON FOX53@10	:30	\$1,000.00	SU	1	1	1	\$1,000.00
17	10/30-11/05	11P-1130P	SEINFELD	:30	\$225.00	TU-F,M	5	1	5	\$1,125.00
18	10/30-11/05	1130P-12A	30 ROCK	:30	\$175.00	TU-F,M	2	1	2	\$350.00
19	11/04-11/04	11P-1130P	BIG BANG THEORY	:30	\$225.00	SU	1	1	1	\$225.00
20	11/04-11/04	12P-1P	NFL ON FOX PREGAME	:30	\$600.00	SU	2	1	2	\$1,200.00
21	11/04-11/04	1P-4P	NFL	:30	\$1,800.00	SU	1	1	1	\$1,800.00
22	11/04-11/04	1P-4P	NFL	:30	\$1,800.00	SU	1	1	1	\$1,800.00

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--REPORT TOTALS--

Report Totals: 26 / \$22,125.00

--SALES MONTHLY TOTALS--

Nov 12: 26 / \$22,125.00

Sales Totals: 26 / \$22,125.00

Station Totals: 26 / \$22,125.00

Lines not sent/rclld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$221,250	CABL	0%	KDKA	35%	UNKN	0%	WPCW	1%	WPGH	10%
		WPMY	1%	WPXI	30%	WTAE	23%				

Books null
Demos RA35+